



Doucet

Madeleine et Madeleine

Paul Poiret

# ART. G. BEAUTÉ

FEUILLETS  
DE  
L'ÉLÉGANCE FÉMININE  
PARIS

# ART - GOUT - BEAUTÉ

FEUILLETS DE L'ÉLÉGANCE FÉMININE

*publishing monthly the choicest models of the big dressmakers in the exact shade of their creation, as well as the textile fabrics in vogue*

Yearly subscription : **Six Dollars**

*On demand addressed to* **Art-Gout-Beauté** *27, Rue des Jeûneurs, Paris,*  
*a specimen copy will be sent.*

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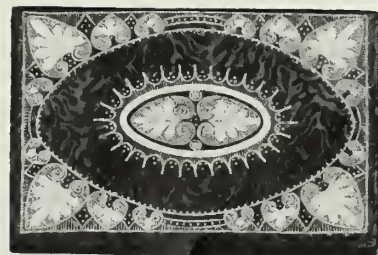




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Latest novelties of the Rue de la Paix now shown in our jewelry department.





# ART. CÔTÉ. BEAUTÉ

FEUILLETS DE L'ÉLÉGANCE FÉMININE

## REVIEW OF FASHIONS

May is pre-eminently the month for fashions and flowers. Parisiennes, who have hitherto maintained a policy of prudent reserve about their summer toilettes, are now definitely putting aside their furs and their first half-season costume, and taking to lighter dresses and bright and delicate colours like those so liberally employed by Nature when she paints her skies, woods, meadows and gardens.



Social life is getting into its stride. Receptions are beginning in earnest. From five to seven o'clock the tea-rooms have an atmosphere composed of whispers, perfumes, smiles, big eyes and feminine forms so slender and pretty that one is inclined to wonder whether the scene is real or only a dream. You see the same thing at the great dressmakers' houses.



SÉVILLE. — A dress made of crepe de Chine printed in several colours and trimmed with plain blue crepe.

Jean Patou

Mme. X's ball, the sporting events about to take place, and the forthcoming garden-party at one of the embassies all add to the animation. Dressmakers and their novelties are the only possible subject of conversation.



*White coat entirely made of pique.*

*Almond green marocain dress, with trimming of the same material at the bottom.*

Two creations by Jeanne Lanvin



Art - Goût - Beauté

#### AT DOUCET'S

EN ROUTE. — Beige and red three-piece with white embroidery.

FLEUR D'OR. — Black crepe du Maroc calling dress with large flowers embroidered in gold; jet cabochon.

"What do you think about Russia?" is a question to which somebody is pretty sure to reply that the striped crepes de Chine made this year are exquisite. If anyone suggests that taxation is becoming something awful, the answer clearly is that





Art - Goût - Beauté

LOOK. — *A black marocain dress trimmed with a large red rose.*

Drecol

SKETCH. — *A printed foulard dress, black and orange on white ground.*

Paul Poiret

BLEUETTE. — *Calling dress made of navy blue crepe de Chine and blue chiffon.*

Jenny

that Callot Sœurs' simple dresses of serge, alpaca or taffeta (the last-named being of the large Scottish plaid pattern) are made with cuffs and gorgerettes of lawn and lace dyed ochre-yellow, and that this firm is replacing fur by broad strips of glycerined feathers, the effect of which is very smart and very new. Doucet has made quite a discovery in

chiffons are now made as light as feathers, and that if Dœuillet or Patou say a thing is so, it must be so, after which all idea of discussing anything but frocks is given up.

Somebody mentions



*A full-dress evening frock made of black beaded silk and trimmed with large roses embroidered in red and green.*

Molyneux

the form of collars made actually of string, braided, worked up and dyed to match the dress or coat.

"Have you seen Doucet's collection?". "Yes, it is delightful. The dresses are a trifle longer than you see at other places, but their line and general appearance are remarkably fine. The sleeves are long and close-fitting, and there is a great selection of crepes — those delightfully light, filmy kinds that are both dressy and undressy".

"I should be glad to go to Doucet's with you if you are going there again. Would it bother you". "Not in the least ; I should be delighted. Let's go to Doucet's now".



Art - Gout - Beauté

AT DRECOLL'S

SANS GÈNE. — *A three-piece, the jacket forming a broad scarf embroidered red and black.*

MAGALIE. — *A black crepe du Maroc afternoon dress, trimmed with blue crepe de Chine.*

POUR BIARRITZ. — *An afternoon dress of fancy lainage and plain material to match.*

Who does not know Doucet's very eighteenth-century rooms in the Rue de la Paix? They are the home of every variety of smartness in dress. The utmost elegance and distinction are combined with the most Parisian of materials. The line is always faultless and very "ladylike". In "Francillon" this line reaches the height of distinction. The material

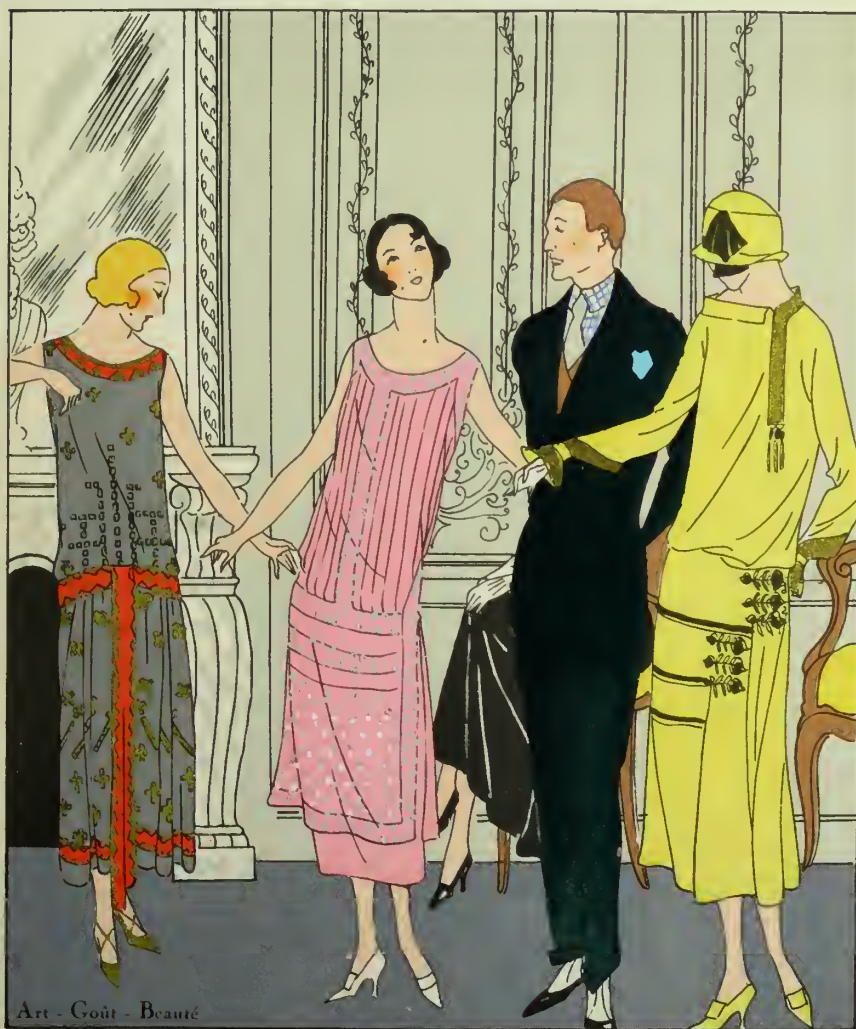


is black *Milbourg* satin crepe, the back being plain and the front embroidered with an interrupted pattern. A silk fringe hangs from each of these separate patterns. The mantle worn with this dress is one of the successes of the season. Also extremely elegant is "Fleur d'Or", a black crepe du Maroc afternoon dress, embroidered with large gold flowers and draped at the side under a jet cabochon.



Molyneux is an artist. He would have been a painter if he

had not become a dressmaker. His refined taste has led him to have his rooms decorated entirely in grey, so as to set off the full beauty of his creations and bring out the indescribable effect of his *nuances*. The saleswomen also are in grey. This neutral tint is the best possible background, but nobody seems to have thought of it before. All the best names in London and Paris society are on Molyneux's



Art - Goût - Beauté

AT DŒUILLET'S

INDOUE. — Red and black georgine crepe with gold embroidery.

CYTHÈRE. — Pink georgine crepe dress embroidered with silver.

FABIOLA. — A beige repelling dress with black and gold embroidery.

list, and there is not a feminine crowned head that does not consider it a duty to wear his line. In this he has specialised, as also in combinations of shades and colours. Let us take, for instance, his black and beige foulard dress having a tunic lined with the same foulard, and his beaded black evening frock with large



*A black Turco dress trimmed with silver lace and set off with pearls.*

Jeanne Lanvin



AT PREMETS

SANS SOUPAPE. — Beige and black lainage three-piece, with plain beige skirt.

TROTTIN. — A simple white crepe de Chine afternoon dress trimmed with red.

red and green embroidered roses. They are simply enchanting.



A fine house in the Place Vendôme, formerly occupied by the Military Governor of Paris. The walls that have heard so





AT BERNARD'S

GINETTE. — *A pleated white "Miranda" crepe de Chine dress with embroidered initials.*

BENGALI. — *A rosewood-coloured crepe marocain three-piece, with silver and red embroidery.*

is Beer's. He has an exclusive clientèle, a pronounced artistic taste and goes in largely for embroideries. Among the dresses shown here, a good deal of attention will be paid to "Eau Dormante", a pink chiffon embroidered with spangles and trimmed with marabout to match.



many debates on subjects of grave import now echo to the frivolous but delightful chatter of pretty women, and the soft rustling of silks and crepes in the hands of the saleswomen has taken the place of the clinking of spurs. This



*A simple dress of beige and black foulard; black woollen tunic lined with the same foulard.*

Molyneux

Also in the Place Vendôme, overlooked by Napoleon's statue, Vogue, that daughter of Caprice, flutters between Premet's and Dœuillet's places, in both of which unprecedented success is justified by collections of the loveliest things imaginable. Premet's large rooms are a splendid background for all the prettiest Parisiennes of Paris, New York and Buenos Ayres, not to mention those of London and Madrid. They like these magnificent surroundings, which set

off their charms to perfection. They like the combinations of lace and materials, alpaca or lace, invented by Charlotte. The lace is generally pleated and accentuates the line of the dress or is made into collars and cuffs, invariably worked up with the material.



AT MARTIAL & ARMAND'S

RIZ-PAIN-SEL. — *A multicoloured taffeta dress, with red waistband and embroideries.*

GRIVOISE. — *A black and raspberry-coloured taffeta dress, trimmed with a small ruche of pink ribbon.*

LURONNE. — *A green and yellow taffeta fourreau, covered with a blue serge tunic.*

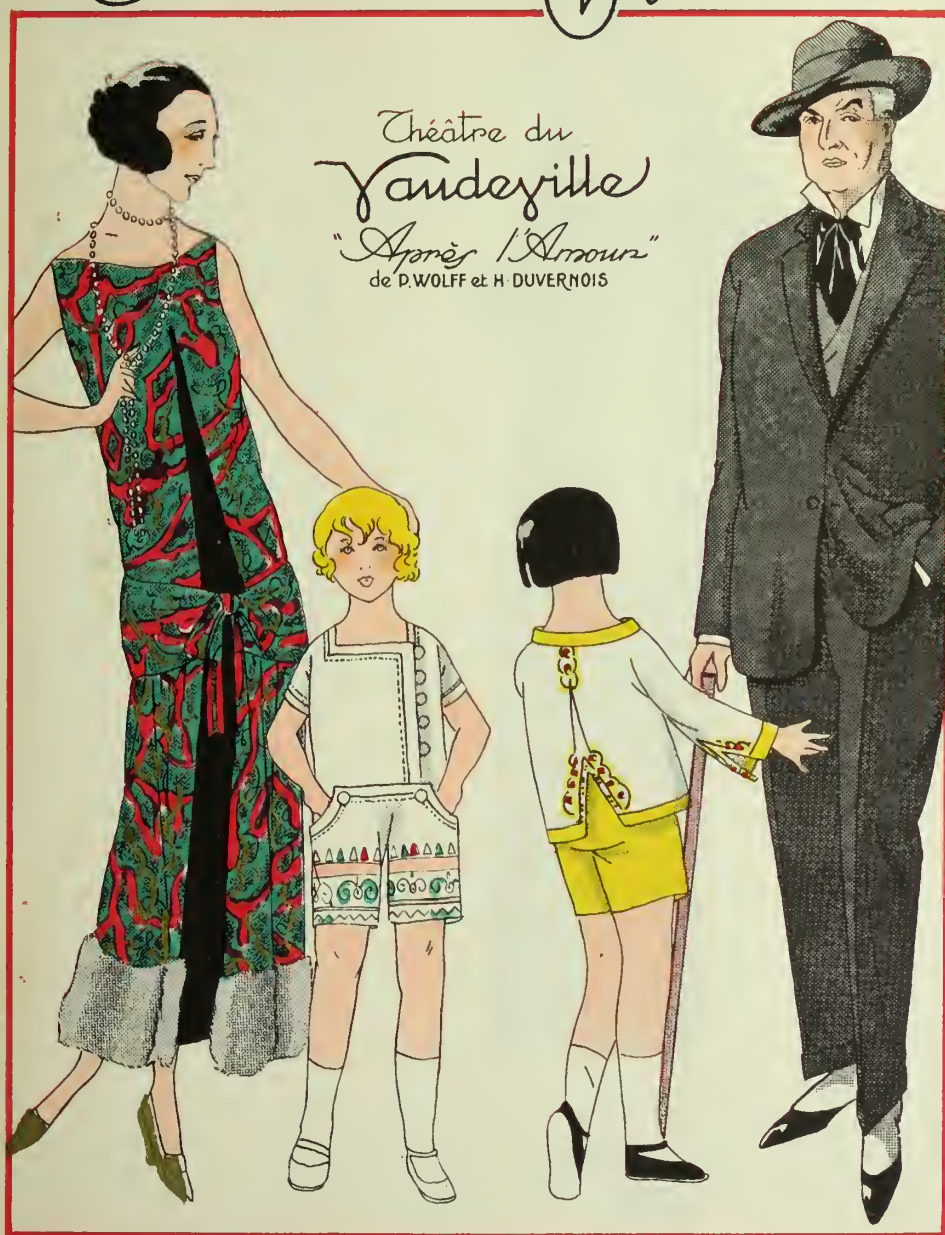


Dœuillet has unique rooms to suit all tastes and styles. One is pure Louis XVI, another equally pure Empire, and others,



ART-GOUT-BEAUTÉ

# Supplément Théâtral



EVENING DRESS. — Black fourreau, tunique of printed chiffon.

Drecoll

Childrens' Costumes by

Mignapouff

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of Martial et Armand, who have luxurious premises in the Place  
Vendôme. They have wonderful fertility of imagination, taste  
and elegance. They do a great deal of business with London and

Also in the Pavillon de la Vendôme, overlooked by Napoleon's statue in the Avenue de la Vogue, that daughter of Caprice, fluctuating between Premet's and Dœuillet's places, both of which unquestioned success is justified by collection of the loveliest things imaginable. Premet's large rooms are splendid background for all the prettiest Parisiennes of Paris, New York and Buenos Ayres, not to mention those of London and Madrid. They have these magnificent surroundings, which add off their charms to the quality and materials, all generally pleated and cut into collars and cuffs.



Tailor made of green crepe Marocain, all pleated  
worn by Mademoiselle Gaby Morlay.

Jean Patou

Dœuillet has unique rooms to suit all tastes and styles. One is pure Louis XVI, another equally pure Empire, and others,

## APRÈS

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by Messrs Pierre Wolff

*François Mésaulé* and moreover he is a very good man. Unfortunately he is a deceived husband, being a foolish and senseless creature.

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At the same time *Mésaulé* an adulterous life. So *François* is exchanging his own life and *Madame Mésaulé* this, will love and receive the son of her husband. But we shall not trouble without appreciating the play as he finally calls his child of his wife so that he may share of comfort and happiness.

This beautiful play is and splendidly written by first class actors *Guityry*, *Mrs R. Collin*, little *Regine Dumier*.



# AMOUR

Four Acts

and Henri Duvernois

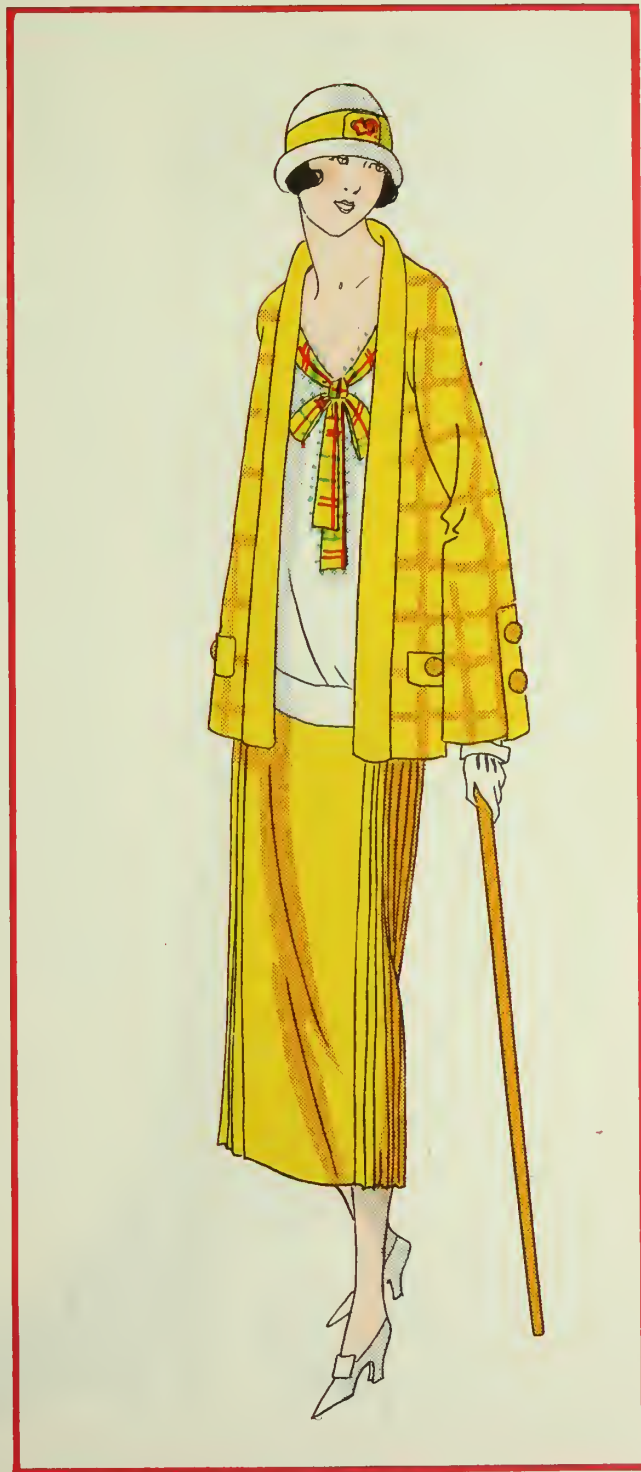
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and Suzy Erigoni.

Geo LONDON.



Tailor made of brown cloth, pleated skirt worn,  
by Mademoiselle Gaby Morlay.

Jean Patou

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Also in the Place Vendôme, overlooked by Napoleon's statue, that daughter of Caprice, flutters between Premet's and Dœuillet's places, both of which unprecedented success justified by collection of the loveliest things imaginable. Premet's large rooms are splendid background for all the prettiest Parisiennes of Paris. New York and Buenos Ayres, not to mention those of London and Madrid. They let these magnificent surroundings, which offer their charms to the eye and materials, also generally pleated and into collars and cuffs.



*Calling dress of black crepe satin and black lace worn by par Mademoiselle Corciade.*

Drecol

Dœuillet has a pure Louis XVI, another equally pure Empire, and others,





JACQUELINE. — *A black "Beauté" crepe dress trimmed with a silver waistband.*

Martial et Armand

BRIQUETTE. — *A three-piece of red, green and orange lainage.*

Philippe et Gaston

BARBE-BLEUE. — *A black poplin and blue georgette crepe afternoon dress.*

Jenny

extremely luxurious, are more modern. The mannequins are bewitchingly pretty, and their attitude towards customers is all that could be desired. The tailor-mades, three-pieces, day and evening dresses and mantles must raise feelings of envy in many a breast, it being impossible to have all one wants. Dœuillet has a very personal touch, characterised by youthfulness, warm tints and a sprightliness that breaks out into magnificent harmonies of colour, extends to the smallest details,

and forms an exquisite whole.



Great richness of colouring is also to be found in the creations of Martial et Armand, who have luxurious premises in the Place Vendôme. They have wonderful fertility of imagination, taste and elegance. They do a great deal of business with London and



MON VILLAGE. — *A simple white "Ida" crepe dress with blue embroidery.*

Beer

apply to individual enterprises, and thus it is that Drecoll has moved from the Avenue de l'Opéra to the Avenue des Champs Elysées. The premises are fitted up in a sumptuous style, without precedent in the annals of dressmaking. In these unique salons and gallery is a select assemblage in front of

America, and also dress many well-known Parisiennes, including Mlle. Madeleine Lély and Mlle. Robinne.



The mysterious reasons that impel the inhabitants of the earth to move westward also



AT PAUL POIRET'S

NUBIENNE. — *A gold lamé full-dress evening frock held by an amethyst necklace.*





AT BEER'S

ÇA ET LA. — Black and white foulard dress, with red rep waistband.

BEAU MASQUE. — Black marocain afternoon dress with green and gold embroidery.

EAU DORMANTE. — Pink chiffon calling dress embroidered with spangles and trimmed with marabout to match.

which parade mannequins, also unique, wearing unique toilettes that seem to drape themselves automatically round the wearer's body and are made even more beautiful by precious embroideries.



All Paris, and in fact every capital in the world, has passed through the small house in the Faubourg St. Honoré which on several occasions has been the scene of wonderful fetes, for Paul Poiret is a remarkably clever stage-manager. It would be superfluous to describe his rooms. His new summer dresses are meeting with great success; for instance, "Cinéma" a black and white striped georgette crepe dress with a black silk tunic, and "Nubienne" a gold lamé evening dress held at the neck by an amethyst necklace are almost worthy to be put into a museum.



Art. Coût Beauté

AT MADELEINE & MADELEINE'S

EN RÊVE. — *A cream and silver lamé evening dress, draped in front.*

EMERAUDE. — *Silver lace evening cloak trimmed with green ostrich feathers.*



Lanvin's rooms are very lively every day. The surroundings are very soft and feminine, and the dresses in this collection have an essentially Parisian charm. Anyone who did not know that this is Yvonne Printemps' dressmaker would guess it at once. The white morning dress covered with stitching, shown in these pages, and the black Turco crepe



dress set of with silver lace and real pearls, are marvellously chic.



Jenny's rooms opening on to the Champs Elysées are large and always full. On some days the flood of customers invades the ante-room and corridors, and it is as difficult to find a seat as to climb Mount Everest; but nobody thinks of looking at the surrounding, all attention being concentrated on the creations of this great artist. Jenny has some dresses so young looking as to arouse irresistible feelings of covetousness in every women past forty.



May is the time for flowers and women. The former bring us the beauty of their colours and the sweet mystery of their perfumes. To the others we owe the spectacle of peach-like cheeks, bright eyes and looks, and early summer frocks. Even when light spring rain falls on the young leaves or when the sun yellows them, Paris is never prettier, more delightful and more seductive than in this month of flowers and femininity.

Drawings by Bocly, Colette, J. Dory  
and Marioton.



Art Gout - Beauté

AZALÉE ROSE. — *Pink and gold moire evening dress trimmed with chiffon to match.*

Jenny

ROSINE.





# TO BE OR NOT TO BE - SLENDER

\* \* \* \* \*



That is fashion's ultimatum, Nicole informed me, and there is no use in arguing about it — a thing that nobody thinks of doing.

Taking a sly glance at herself in a mirror, she asked, in a tone betraying a certain amount of uneasiness :

— Don't you think I'm a little stouter?

— What an idea!

— One of my women friends said the other day : « My dear, you are blossoming out like a flower ».

— Yes, but of course women are so catty. You need not alarm yourself in the least. Your outline is simply ideal, as it always was.

The adjective seemed to please Nicole very much. And yet there are people who tell us that idealism is on the wane!

— But, I added, with some diffidence, I hope you won't overdo it. Don't try to become an immaterial being. Outline is all very well on condition that you don't make it agree with the definition of a line in mathematics.

Nicole would not stop short of any exaggerated style if she thought it was the correct thing. I am sure she would starve herself to a shadow if fashion required it.

— We women are much to be pitied, she said with a sigh. Our lives are one long round of sacrifice. If you only knew what a struggle it is to keep thin! There are millions of martyrs who stick to the most awful diets because they are afraid of getting fat. Of course I don't mean myself. As you know I am naturally slender. I could eat half a dozen cakes with my tea if I liked, but I prefer a slice of lemon and no sugar.

— It's lucky for us men that we can let ourselves go a little. It doesn't matter if we get stout.

— Nothing of the kind! Men must be thin too. That



is the order, and those who disobey it can look out for squalls.

— What is the punishment?

— To be packed off to join the fat women in the concentration camp for undesirables. And, Nicole continued emphatically, it would serve them right. It was the men who forced this modern line on us. You all-powerful creatures decided that woman must restrain herself in all directions and flatten herself on all sides. They make her look like a giddy girl who has nothing in common with Venus and not even with Diana. We have done it, you see ; we have sacrificed everything, even our hair, that being another way of avoiding the « lady » style that you used to like.



— If the plump style came in again, none of us would complain. Entre nous, it's much easier!

CLÉMENT VAUTEL.



— Nicole, that is a libel on my sex !

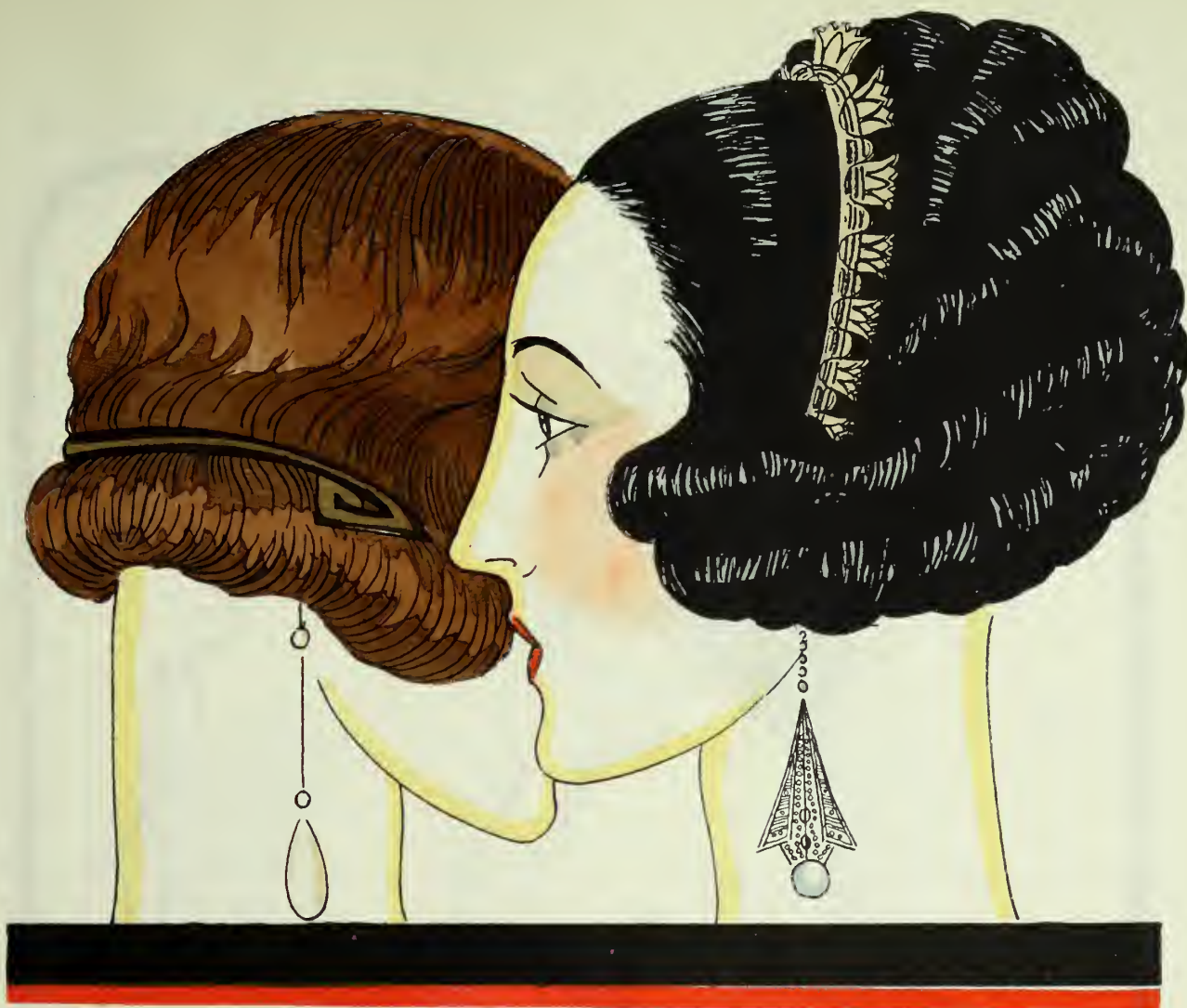
— But you know it's true!

— Not so true as you think, and I believe a change is coming. The « lady » will have her turn — not the « stout lady » of course, but the woman who does not have to starve herself. The thin ones had better look out.

— But I am not thin, exclaimed Nicole, I am slender.

Then she added with a smile :





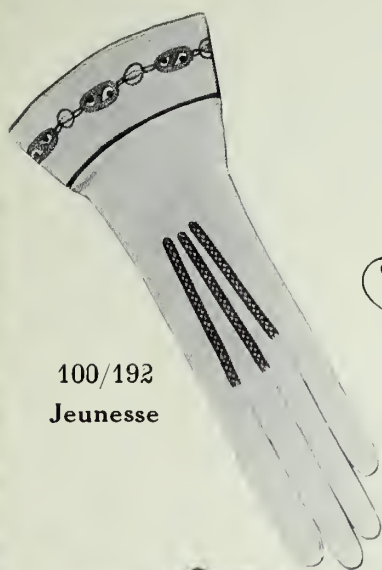
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and  
imitations !

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better  
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